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C O R R E C T E D C O P Y - FIXED TYPO PARA 1

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TAGS: [PREL](#) [PHUM](#) [KWMN](#) [KPAO](#) [AID](#) [CDC](#) [MI](#)
SUBJECT: MALAWI: S/GWI PROJECT PROPOSAL

REF: 09 STATE 132094

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¶1. Post nominates the following project in response to the solicitation in reftel. The basis of this project narrative and budget was developed by the Office of the Vice President of the Republic of Malawi.

PROJECT SUMMARY: FIGHTING GENDER BASED VIOLENCE IN MALAWI

¶2. Gender based violence (GBV) has emerged as a global health, human rights and development issue. It is a symptom of continued gender inequality and power imbalances between men and women. According to the 1993 World Development Report, violence is as serious a cause of death and incapacity among women of reproductive age as cancer, and a greater cause of ill health than traffic accidents and malaria combined.

¶3. In 2006, the Malawi Parliament passed a Prevention of Domestic Violence Act with the goal of combating and eventually eliminating GBV. Unfortunately, the Malawi legal system remains largely unresponsive to women's needs. Most rural Malawian women have little knowledge of their rights, rendering them powerless to claim and defend those rights. Statistics from the National Statistical Office Malawi indicated that violence against women and children, including physical, sexual and psychological violence, is on the increase. The same study indicated that at least 48% of Malawian women have experienced some form of violence at the hands of their intimate partners.

¶4. Gender based violence impacts negatively on women's health; it degrades their dignity, infringes on their human rights and disadvantages their meaningful engagement in private and public decision making, and economic participation. Malawi can do much more to address GBV and its impacts and consequences on women and children, and the wider community.

¶5. Working with Malawi Vice President Joyce Banda, this project will work to sensitize Malawian society to the problem of GBV and mobilize communities to work towards its elimination. The Vice President is an acknowledged leader in the advancement of women's rights in Malawi dating from the early 1990s when she was active in several civil society groups. Her work as Minister of Women and Child Development from 2004-2006 solidified her reputation as an effective leader in this important area. This project will capitalize on the influence and respect she commands, and her excellent interaction with traditional community leaders, to bring to the fore the fight against GBV in Malawi.

THE CHALLENGE

¶6. Results from a 2005 National Gender Based Violence Study in Malawi indicate that the prevalence of GBV is well understood by women in Malawi. More than half of women (57 percent) think that traditional beliefs promote GBV. This same study also indicated that physical abuse is the most common form of intra-household gender

violence, with 30 percent of women interviewed reporting some form of abuse by a partner. 28 percent reported that their partner had economically abused them, usually by withholding money. 25 percent of those interviewed said they had been emotionally abused. 18 percent reported that they had been sexually abused. When all the four types of domestic violence are combined, a full 48 percent of Malawian women reported some form of intimate partner violence or abuse.

17. Though poverty does not cause gender-based violence, it may lead to women to make choices that put their lives at risk. The majority of women in Malawi face structural and social barriers in accessing and controlling resources, especially income, and this makes them economically dependent on their male relations - especially husbands. Like in many other countries, this economic dependency makes some women feel they have no choice but to remain in abusive and violent relationships.

18. While it is evident that the silence surrounding GBV has been broken in many communities in Malawi, various research studies show the continued existence of deep-rooted negative socio-cultural norms that form and perpetuate violence against women. Examples of these norms include wife battering, property dispossession, wife inheritance, sexual cleansing, forced or arranged marriages for very young girls, and forced and unprotected sex during female initiations. These practices endure, and many communities in Malawi resist their prohibition in the cause of preserving culture.

19. Exacerbating the situation in Malawi is the fact that support and care systems for survivors of GBV remain limited, fragmented and not fully formalized. The Malawi Police Service reports that it does not

have adequate facilities at its police stations to offer the required support for women in GBV situations. The Police are loath to investigate and prosecute crimes involving GVB:

..as much as the police are required to take on all matters of criminal nature, when it came to matters of domestic violence the police became selective. In one instance, a police officer admitted that they would try to resolve the matter between the two spouses or would dissuade the women from taking further steps. A group of churchwomen in Kasungu found that the role of the police in this regard left a lot to be desired. The women understood that when a complaint is presented, the alleged culprit should be charged, investigated, or arrested whilst being investigated. However, in most cases relating to domestic violence, especially battery, such matters were treated with dismissal. They are usually told that it is zam/banja (literally meaning these are family matters). This tends to discourage women from reporting on matters of domestic violence and therefore are unable to seek justice in this regard.

10. The country's policy environment for the support of gender equality and women's empowerment is progressive. The Constitution of the Republic of Malawi enshrines gender equality as one of its principles. Women's rights are specifically guaranteed in Article 24 of the Constitution. In spite of these protections, GBV is rampant. The need for renewed action at the local level to stop GVB is obvious.

PROJECT DESCRIPTION 11. The focus of this project will be to stimulate public dialogue and action to change belief systems, attitudes, and stop practices that perpetuate gender based violence. The key messaging will highlight:

- a. The underlying causes of gender based violence in Malawi
- b. The right of women and girls to be free from violence, and the right to maternal health
- c. The impacts of GBV on women and girls' health, economic well being and public engagement.
- d. A call for renewed action as follow-up to Malawi's 2006 Prevention of Domestic Violence Act

12. This project will be led by Malawi Vice President Joyce Banda. This project will focus on gender based violence and will compliment Malawi's National Response to Gender Based Violence (2008) and Roadmap for the Accelerating the Reduction of Maternal and Neo-natal Mortality and Morbidity in Malawi (2007).

¶13. This project will reach out to 3 million Malawians through media, and also directly involve 160 communities with a population of about 80,000 people. The strategic target group for this project are women and girls.

PROJECT GOAL AND OBJECTIVES

¶14. To increase the fulfillment of women and girls' human rights and freedom in Malawi by mobilizing the public's commitment to the eradication of gender based violence through, 1) the sensitization of the Malawi public to the issue of GBV by way of a national campaign; and 2) the creation of a cadre of traditional and opinion leaders in Malawi as champions/agents of change in the fight against GBV.

PROJECT ACTIVITIES

¶15. The project will have three complimentary components that focus on national level and community levels:

¶A. PUBLIC SERVICE ANNOUNCEMENTS

Vice President Banda will make media based public services announcements on TV and radio. Given the low literacy rate in Malawi, especially among rural Malawians, radio remains the most effective way of reaching out to the masses. TV will be used to reach out especially to policy and decision makers. Specifically, the project will:

- a. Develop six key messages on GBV and incorporate them into a catalogue of PSAs (print and audio)
- b. Run the PSAs a total of fourteen times in Malawi's two daily newspapers
- c. Air the PSAs approximately ninety-six times over a two months duration on MBC and Zodiak radio stations

¶B. DIALOGUE WITH TRADITIONAL LEADERS

Vice President Banda enjoys good interaction with grassroots leaders in Malawi. In a previous safe motherhood campaign spearheaded by the Vice President, one of the activities that yielded immediate positive impact was her facilitation of dialogue with traditional leaders. Traditional leaders in Malawi are key to projects that seek to change cultural belief systems. Therefore, this component will aim to engage traditional leaders in dialogue on GBV and safe motherhood, sensitize them to the deep rooted drivers of GBV, and encourage them to understand the role that traditional leaders must play in the effort to turn their communities towards positive behaviors. Specifically, the project will:

- a. Develop criteria for identifying the traditional community leaders to be targeted
- b. Identify 160 traditional community leaders to be targeted
- c. Develop and record eight programs of dialogue between the Vice President and the targeted traditional community leaders
- d. Broadcast the eight programs on Malawi TV and radio stations over a six month period
- e. Conduct follow up activities with the traditional community leaders

¶C. FACILITATION OF COMMUNITY RADIO LISTENING CLUBS

In the developing world, it is one thing to put programs on air, and quite another to get people to hear the message. For most Malawians, and especially poorer rural households, radios are a luxury. The fact is that many people may not be able to listen to the programs due to lack of a radio. For households that have radios, they are a male property and are usually under the control of men. Since radios are an indicator of wealth, many men in rural areas take their radios with them when they leave the home, and in the process deprive women and children of access to information. This project will seek to support selected communities (those whose leaders were involved in activities in component B) with communal radios to enable them to access the PSAs and the traditional leaders' dialogue. The project will provide winding or solar powered radios, and will facilitate formation of radio listening clubs. After listening to the Programs, the clubs will meet with the traditional community leaders to have discussions and to develop action plans to address GBV. This

component will allow the project to reach a broader community, promote accountability of leaders through the interface meetings, and facilitate sustenance of change. Specifically, this project will:

- a. Mobilize 160 community groups
- b. Form 48 radio listening clubs
- c. Build capacity of the radio listening clubs to understanding the goals of the project
- d. Purchase and distribute 300 radios
- e. Follow up on the action plans that are developed

DESIRED OUTCOMES

¶16. The outcomes of this project will be:

- a. Increased awareness of the public of GBV issues Increased commitment by traditional community leaders, and the public at large, to protect women from GBV Increased awareness of women of their right to be free of violence and the tools available to them under Malawi law to combat GBV

MONITORING AND EVALUATION

¶17. The project's effectiveness will be measured through follow up activities with the traditional community leaders and radio listening clubs and through tracking public feedback through the engaged media. Specific data on changes in GBV rates will be gathered by the National Statistical Office of Malawi in the course of their next survey.

BUDGET

¶18. The detailed budget for this project is as follows:

STOP! GBV CAMPAIGN

1
PUBLIC SERVICE ANNOUNCEMENTS

A)
DEVELOPMENT OF KEY MESSAGES TO COMBAT GENDER BASED VIOLENCE
QTY
PRICE
TOTAL

6
0

B.1)
RADIO ADVERTS

QTY
PRICE
TOTAL
14
60.00
840.00

B.11)
NEWSPAPER ADVERTS

QTY
PRICE
FREQUENCY
TOTAL
2
333.00
1
666.00

C)
PUBLIC SERVICE ANNOUNCEMENTS

1
MALAWI BROADCASTING CORPORATION RADIO

QTY
PRICE
FREQUENCY
TOTAL

6		
	120.00	
8		5,760.00

2
ZODIAK RADIO

QTY
PRICE
FREQUENCY
TOTAL

6		
	120.00	
8		5,760.00

TOTAL FOR ACTIVITY 1
\$13,026.00

2
DIALOGUE WITH TRADITIONAL AND OPINION LEADERS

DEVELOP AND RECORD PROGRAMS ON DIALOGUE

QTY
PRICE

8		
	433.00	
		3,464.00

PURCHASE OF AIR

QTY
PRICE
STATIONS

24		
	267.00	
2		12,816.00
12		
	1,000.00	
1		12,000.00

TOTAL FOR ACTIVITY 2
\$28,280.00

3
FACILITATION OF COMMUNITY RADIO LISTENING CLUBS

A)
CAPACITY BUILDING OF RADIO LISTERNING CLUBS

CLBS/TA
RATE
TA IN 4 DCS

2		
	67.00	

16	
	4,288.00

3	
	10.00

80	
	12,000.00

B)
RESOURCE PERSONS COST

OF P/PLE
RATE
PERIOD

5	
	47.00

10	
	2,350.00

PURCHASE AND DISTRIBUTION OF RADIOS

QTY
PRICE

300	
	27.00
	8,100.00

TOTAL FOR ACTIVITY 3
\$26,738.00

PROJECT TRAVEL FOR THE VP AND STAFF
\$16,817.00
(see detail below)

INSTITUTIONAL SUPPORT

DIGITAL CAMERA
400.00

OFFICE SUP AND COM
3333.00

M&E
3333.00

TOTAL FOR INSTITUTIONAL SUPPORT
\$7,066.00

TOTAL BUDGET
\$91,927.00

Rumphi
Ntchisi
Pharombe
Balaka

PROJECT TRAVEL COST DETAIL

Subsistence Allowance
1040.00
520.00
520.00
520.00

Labor/Material for site
1133.00
1133.00

1133.00
1133.00

Hotel Charges

600.00
600.00
600.00
600.00

Fuel & Lubricants

2300.00
1226.00
1533.00
1226.00

Maintenance of Motor vehicles

333.00
167.00
167.00
333.00

Total Internal Travel/ District

5,406.00
3,646.00
3,953.00
3,812.00

TOTAL INTERNAL TRAVEL
\$16,817.00

BUDGET SUMMARY

ACTIVITY 1

Development of messages on GBV
\$0.00

Radio advertisements

\$840.00

Print Media advertisements

\$667.00

Public Service Announcements

\$11,520.00
\$13,027.00

ACTIVITY 2

Dialogue Recording Programs

\$3,466.00

Purchase of broadcast airtime

\$24,800.00
\$28,266.00

ACTIVITY 3

Capacity Building on Radio Listening Clubs
\$16,266.00

Cost of Resource Personnel

\$2,333.00

Purchase and Distribution of Radios

\$8,000.00
\$26,599.00

PROJECT TRAVEL FOR THE VICE PRESIDENT

\$16,817.00
INSTITUTIONAL SUPPORT
\$7,067.00
\$23,884.00

TOTAL PROPOSED BUDGET
\$91,776.00
THE RECIPIENT ORGANIZATION

¶19. The Office of the Vice President has the capacity to manage this project. The technical team that will manage this project will include the following individuals: 1) the Vice President?????s Special Advisor who has experience and expertise in women?????s rights; 2) the Vice President?????s Special Assistant for International Relations; 3) the Vice President?????s Special Assistant for Media; 4) the Vice President?????s Special Assistant for Youth; and 5) two finance and logistics officers. The Office of the Vice President has handled similar projects funded by the UNFPA, and UNICEF. The Vice President is committed to the success of this project and will block sufficient time in her schedule to fulfill her role in the project.

¶20. The Office of the Vice President will partner with the Development Communications Trust (DCT), a local NGO, who will provide capacity building for the formation and maintenance of the radio listening clubs. This project will also be supported by expertise from other relevant GOM departments.

¶21. The Office of the Vice President is a public institution and is subject to audit by the Malawi Auditor General. This project will also be subject to any required USG audit.

¶22. This program will start upon receipt of funding and will run for 12 months.

¶23. Post appreciates the Department?????s consideration of this proposal.
BODDE